



## FOR IMMEDIATE RELEASE

### Japanese Nail Art Professional Answers Call for Accessible, Premium Training Resources

**AUGUST 10, 2014** - Members of the nail design community have sought after a premium training resource for years. Jasmine Oshima, an international Japanese Nailist Association Certified nail artist, has met the demand for accessible, professional nail design training. Her new service, Neiru, offers a large online database of training references with the power of networking.

Jasmine Oshima carries working experience from the nail art design hub of the world - Tokyo. Her dedication to the nail art industry started there in Tokyo, with four years of intensive training and a rigorous series of Japan Nailist Association licensing exams. Carrying several years of professional nail art design experience, Jasmine started The Nail Room. This boutique carried Japan-made nail art jewelry, and it was here that Jasmine found her passion for helping others learn about nail art design techniques.

After a period of living in Vancouver and flying to and from Japan, Jasmine settled in Canada to start Neiru. "Neiru" is the pronunciation of "Nails" in Japanese, and the company is all about professional nail art design education, resources, and community. Members have access to a rapidly expanding library of streaming nail art tutorials and a community based around networking, support, and sharing techniques. Offering new lessons each week and a monthly challenge, Neiru is a one-stop resource for nail art professionals. Beauty professional and nail art technicians from all over the world are invited to become a part of the Neiru community.

Membership is \$20-\$25 per month and is open to anyone who wishes to further their knowledge of nail art design and become part of the exclusive Neiru community. More information about Neiru and receiving a trial membership for just \$4 can be found at [www.Neiru.me](http://www.Neiru.me).

About Neiru - Jasmine Oshima, Neiru's founder, is fulfilling her passion to share nail art design techniques and knowledge with other nail professionals around the world. As an international nail art design professional, Jasmine knows how difficult it can be to find solid, ongoing training. Neiru provides streaming how-to tutorials for nail art design professionals at all levels. Conveying authentic Japanese style, Neiru offers 24/7 training on the most contemporary nail designs in a simple to learn format.

Neiru

[www.Neiru.me](http://www.Neiru.me) - [hello@neiru.me](mailto:hello@neiru.me)

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